

**ALS SOCIETY OF ALBERTA**

**ANNUAL REPORT 2011**



The ALS Society of Alberta

*Celebrating 25 Years*

**ALS.**

**Three letters that change people's lives.**

**FOREVER.**

## Our Vision

To make each day the best possible day for people living with and affected by ALS.

We achieve our vision by providing support, facilitating the provision of care, promoting awareness, helping find a cure, and advocating for change.



## Message from our Honourary Chair

Dear Friends of the ALS Society of Alberta,

As I reflect over the past year, I want to begin by congratulating everyone on the 25<sup>th</sup> Anniversary of the ALS Society of Alberta. This is such an important milestone to reach, for all of the people you have supported over the last quarter century and all of the people you continue to support today and in the future. Thank you to everyone for your hard work and commitment to the ALS Society as individuals affected by ALS, volunteers, donors and staff.



The vision of the ALS Society is to make each day the best possible day for people living with and affected by ALS. In 2011, the ALS Society of Alberta supported over 275 people living with ALS and their families. It is sad that this number continues to increase over the years, but it is a blessing that individuals with ALS are receiving the support they need.

The ALS Society is able to provide a high quality of support because of their committed volunteers and donors across the province. From big events such as Betty's Run for ALS and the Walk for ALS, to smaller events such as Curling Bonspiels, every bit counts and helps to support the society.

I truly believe that the staff at the ALS Society of Alberta are meeting their vision, and I am so proud to be part of this cause. I am looking forward to 2012 and the next 25 years that the Society will be helping those who are living with and affected by ALS.

James K. Gray, O.C., A.O.E.

## Message from our Chair & Executive Director

In 2011, we celebrated a major milestone for the ALS Society of Alberta. It was the 25<sup>th</sup> Silver Anniversary of the organization. We continue to focus on our priority of supporting people and their families living with ALS. We are very proud of our team and the growth we have been able to achieve to date. Some highlights of 2011 include hiring a client services staff member in Central/Southern Alberta and establishing support groups in Lethbridge, Leduc, and other communities across Alberta. We are driven by our mission to make each day the best possible day for people living with and affected by ALS.



**Cathy Martin**

We are so thankful for the support and guidance of our clients, their families, volunteers and donors. You are the foundation of the Society and all what we do. It is our privilege to be a part of such an amazing community.

As a Society we have also focused on working with other partners in the ALS Community. We have made an effort to work alongside other ALS Societies across the country, as well as with the ALS Clinics in Edmonton and Calgary. We realize the importance of working together and are very thankful for these relationships that continue to grow.

As we look to 2012, we will continue to grow our supports and services with a focus on northern Alberta.

*Cathy Martin*

Chair ALS Society of Alberta

*Karen Caughey*

Executive Director

*Never doubt that a small group of thoughtful committed citizens can change the world, indeed it's the only thing that ever has. - Margaret Mead -*

# Board of Directors

## ALS SOCIETY OF ALBERTA

<b>Chair</b>	Cathy Martin
<b>Vice Chair</b>	Tara Pentney
<b>Secretary</b>	Judy Collins
<b>Treasurer</b>	Shelley Engstrom
<b>Directors</b>	Jan Desrosiers Heather Haddow Scott Klassen Jim McLaughlin Norm Pollock Dave Williams
<b>Executive Director</b>	Karen Caughey

**Jan, Jim, Scott and Judy at our Calgary Volunteer Recognition Event.**



# Amyotrophic Lateral Sclerosis

## WHAT IS ALS?

AMYOTROPHIC LATERAL SCLEROSIS (ALS), also known as Lou Gehrig's disease, is a rapidly progressive and fatal neuromuscular disease. It is characterized by the degeneration of a select group of nerve cells and pathways (motor neurons) in the brain and spinal cord which leads to progressive paralysis of the muscles.

ALS can strike anyone. It is not contagious, does not discriminate, and can strike at any age. ALS most often occurs between the ages of 40 and 70, but it can occur in older and younger adults, and sometimes in teenagers. ALS is usually fatal within 2 to 5 years of diagnosis. There is a hereditary pattern in about 10% of cases. There is currently no known cause or cure - yet.



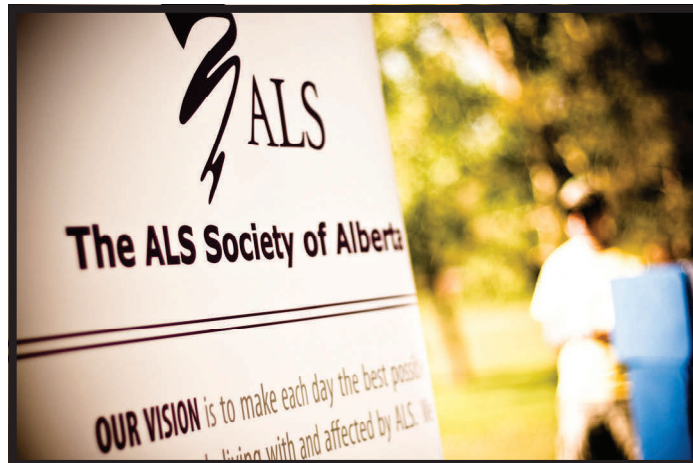
# Our Services

## WHAT WE PROVIDE

THE ALS Society of Alberta provides services and support to people living with and affected by ALS across the province of Alberta.

We do this by:

- Providing support
- Facilitating the provision of care
- Promoting awareness
- Helping to find a cure
- Advocating for change



# Pillars of the Society

## STRATEGIC AND OPERATIONAL PLANS

THE ALS Society of Alberta bases its strategic and operational plans upon the following seven pillars:

- Programs & Services
- Research
- Resource Development
- Public Awareness
- Advocacy
- Governance
- Management



# Programs & Services

## PILLAR ONE

PROVIDING services and support for clients, families, caregivers, and health care providers. This includes: Information and Education, Communication and Assistive Equipment, Support Groups, Care Coordination, Referrals, Home Visits, and other services as identified.

### Highlights in 2011

- Supported 275 clients from Fort Macleod, Alberta to Northwest Territories.
- Made more than 988 client home visits across Alberta.
- Demand was higher than anticipated for our Equipment Loan Program, seeing an increase of 16% over 2010.
- Held support groups in Red Deer, Edmonton, Calgary and a new group in Leduc.
- Expanded client services by hiring a staff member in Central Alberta.
- Held an ALS Education Day in Leduc in partnership with the University of Alberta ALS Clinic.
- Presented information sessions across the province about ALS.
- Supported the Calgary ALS and Motor Neuron Disease Clinic and the University of Alberta ALS Clinic by supplying BiPAP machines, Lung Volume Recruitment kits, and funded specific client visits.
- Developed the first Client Survey for distribution in 2012.

# Research

## PILLAR TWO

SUPPORTING and contributing funds towards research for the treatment and cure of ALS.

### Highlights in 2011

- Raised \$334,000 for research through donations from the Walk for ALS, Betty's Run for ALS, other fundraisers and gifts.
- Supported research presentations by Dr. Sanjay Kalra, Dr. Lawrence Korngut, and Dr. Wendy Johnston.
- Distributed information to stakeholders on relevant research, such as the Canadian Neuromuscular Disease Registry.



# Resource Development

## PILLAR THREE

OPTIMIZING all resource generation opportunities and partnerships to ensure the Society's financial sustainability.

### Highlights in 2011

- Nine Walks for ALS and Betty's Run for ALS raised more than \$950,000.
- Betty's Run for ALS celebrated their 15th Anniversary and the Cold Lake Walk for ALS celebrated their 10th Anniversary.
- Cold Lake Walk coordinators Michelle and Pat Feduniak received the Mary Pollock WALK for ALS Volunteer Award from the ALS Society of Canada.
- More than 65 third party fundraisers were held across the province, including the Second Annual Quonset Days and the Harold Panabaker School Fundraiser.
- Set up a photo booth at the Lamborghini Dealership Display at the Calgary International Auto and Truck show to raise funds and awareness. We raised more than \$3,400 at event.
- Supported other ALS Societies across Canada on their fundraising events, such as 42 Canoe and the Bike Ride for ALS.
- Received a grant of \$60,650 from the Alberta Government Community Initiatives Program for our Equipment Loan Program.
- Our anonymous donor supported the ALS Society's Equipment Loan Program to ensure our clients have access to much needed equipment.

# Public Awareness

## PILLAR FOUR

INCREASING public awareness about ALS and the ALS Society of Alberta through effective communication and education.

### Highlights in 2011

- Distributed two seasonal newsletters to our clients, volunteers and donors.
- June was proclaimed as *ALS Awareness Month* in cities and towns across the province.
- Partnered with province-wide media to play over 300 Public Service Announcements.
- Worked with the Calgary Herald to run an article on a client living with ALS.
- Attended community events to distribute information about ALS.
- Branched out to stakeholders and spread awareness about ALS and our events through the use of social media.
- Handed out ALS Bracelets, Cornflower pins and ALS Society Information Brochures at events



# Advocacy

## PILLAR FIVE

ADVOCATING for change on behalf of and along side people living with and affected by ALS to ensure that each day is the best possible day for them.

### Highlights in 2011

- Participated in provincial health committees to ensure the voice of ALS is included.
- Executive Director sat on the steering committee for *Creating Synergy Health Coalition of Alberta* and also sat on the Board of *the Alberta Hospice and Palliative Care Association*.
- Liaised with key Government contacts and participated in consultations around issues raised by people living with ALS.
- Was invited to attend a stakeholder reception hosted by the Alberta Ministry of Health and Wellness.
- Supported clients on pursuing resolution on individual issues.



# Governance

## PILLAR SIX

ENSURING visionary direction and planning, insightful decision-making, and effective operations of the Society.

### Highlights in 2011

- In October the Board of Directors held their annual board retreat to:
  - review the Five Year Strategic plan
  - provide committee updates
  - review governance policies
  - approve a Three Year Fund Development Plan
  - look at the year in review.
- From the retreat the Board set the future direction of the ALS Society.
- Partnered with ALS Societies across Canada to foster and enhance fundraising activities, to grow revenues across Canada.



# Management Volunteers & Human Resources

## PILLAR SEVEN

MANAGING the Organization's human, financial, and physical resources in an effective and efficient manner primarily based on clients' needs and priorities.

### Highlights in 2011

- More than 200 volunteers participated in Society activities across Alberta.
- The Student Temporary Employment Program and the Summer Career Placement Program provided support to add much needed resources to our staff team.
- Reviewed and updated our Human Resources Manual
- Developed a comprehensive Policy Manual for the Society
- Volunteer Manual was reviewed and updated
- Continued to refine our data reporting system
- Explored recruitment of client services in Grande Prairie



# Awards & Volunteer Recognition

**THANK YOU!**

## VOLUNTEER AND LONG TERM EMPLOYEE RECOGNITION

Events were held in Calgary and Edmonton. We recognized the valuable contributions that our volunteers and employees have made to the Society throughout the years.

- Emma Carlstad was chosen as one of 16 recipients for the Government of Alberta Great Kids Award. Emma was nominated for her hard work in support of the Society.
- Irwin Vines was nominated for the CTV Volunteer in Profile. Irwin was chosen to be profiled in October.
- The Calgary Motor Dealers Association (CMDA) received the distinguished Association of Fundraising Professionals *Generosity of Spirit Award, Philanthropic Group award*. The CMDA were chosen for their support of the Society.
- Celebrated our volunteers and staff at two recognition events, one in Calgary and one in Edmonton. The Edmonton event was attended by His Honour, Col. (Ret'd), the Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD, LLD Lieutenant Governor of Alberta.
- Patricia Ordynec was awarded for her 10 years of service to the ALS Society.

We appreciate the ongoing efforts of all of our volunteers and employees. We couldn't achieve our vision without you.



# Treasurer's Report

## Shelley Engstrom

**YEAR ENDED DECEMBER 31, 2011**

I am very pleased to report that 2011 was another great year for the Society. Over the past three years, during a period where there was significant economic uncertainty and the capacity of many non-profit/voluntary organizations was strained by decreased financial resources, the Society was able to increase revenue by over \$298,000 or 15.8% (increase from 2009 actual revenue). Revenues from Betty's Run and the Walk for ALS, two key events for the Society, continue to remain strong and they account for just over 50% of total revenue. These, along with generous contributions from our donors and other significant fundraising activities that our staff and volunteers passionately and tirelessly work on, help to fund the important work that the Society does.

The Society continues to place significant emphasis on expenditures for Research, Client Services and Equipment, which includes equipment purchases, repairs and amortization. These vital supports and services accounted for almost 60% of the Society's expenditures in 2011. At year-end, the Society was, once again, in a very strong financial position with over \$1.08 million in cash and short term investments. This will allow the Society to meet its cash flow needs until major fundraising activities start up again in 2012.

Every year I continue to be astounded and inspired by our dedicated group of staff and volunteers! Their hard work and commitment has paid off once again in 2011 and they truly make a difference every day in the lives of people living with ALS. Keep up the great work!

I look forward to another strong year for the Society in 2012.

*Shelley Engstrom*

Treasurer

# Highlights in 2011

## Resource Development



42 Canoe dinner in  
Edmonton



Lethbridge WALK for ALS



15th Annual  
Betty's Run for ALS



Charitee Golf  
Tournament



Spruce Grove WALK  
for ALS

## Client Services



Jane, Irene, Eszter & Kelly



ALS Clients & Families



Phyllis, Brandee & Cathy

## Volunteer Appreciation



Beth, Michelle & Brenda



Karen, His Honour, Her Honour & Cathy



Emma Carlstad &  
Minister Hancock



Vic, Lois & Phill



Julie, Susan, Jane, Carl, Olga, Carolyn



Al, Judy & Jean



The ALS Society of Alberta

*Celebrating 25 Years*

ALS Society of Alberta  
Suite 250, 4723 - 1 St SW  
Calgary, Alberta T2G 4Y8

(403) 228-3857  
1-888-309-1111  
[www.alsab.ca](http://www.alsab.ca)

Charitable No. 12063 0827 RR 0001

Audited Financial Statements are available upon request

ALS. THREE LETTERS THAT CHANGE PEOPLES LIVES. FOREVER.

ALS. THREE LETTERS THAT CHANGE PEOPLES LIVES. FOREVER.



ALS. THREE LETTERS THAT CHANGE PEOPLES LIVES. FOREVER.

ALS. THREE LETTERS THAT CHANGE PEOPLES LIVES. FOREVER.